

**FIVE**

*Phases*

**OF**

**BUSINESS**

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Building and growing a business to consistent revenue is a systematic process. Success, in any area of life, follows a process. The reason why so many businesses fail in their first 18 months is because they do not follow the process. They jump ahead without mastering the phase they are in. This only leads to confusion, overwhelm and financial hardship.

When you understand and master the phase you are in, the path to profit becomes clearer and easier to achieve.

## The Five Phases of Business

- ▶ Niche
- ▶ Offer
- ▶ Launch
- ▶ Grow
- ▶ Scale

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## Phase 1: Niche

In order to create create or promote an offer (a product or service) you must understand your ideal clients and what they want.

You cannot create messaging, an email sequence, social media posts or a lead magnet without first understanding your clients.

- What are your clients biggest concerns?
- What would they be searching for online?
- What do they think they need in order to achieve the results they desire?
- If they had a magic wand what would they ask for?

## Phase 2: Offer

Once you understand your potential clients' desires, then you can move on to the offer phase. You're in the offer phase when you:

- Present an offer (even if it's simply a lead magnet) and "launched" to potential buyers.
- If people see it but don't purchase then we have to go back to the Niche Phase. This tells us that either we don't clearly understand what are clients want or our messaging is not speaking to them.

## Phase 3: Launch

You are in the launch phase once you present and offer and people are taking action, they are showing an interest, opting into your email list or making a purchase.

- Launching is most often through:
  - Webinar
  - Live training
  - Social Media

## Phase 4: Grow

The growth phase happens when we've had proven success. Not only have we had success with our product or service, but others have been able to replicate that success through your offer.

During the growth phase, you'll begin to see a profit and positive cash flow. You have a product that has proven to provide value to clients. As a result, demand for the product increases, you develop a loyal customer base and sales increase.

In this phase you can:

- Rinse, repeat
- Affiliates
- Ads
- Add an Ascension Model

## Phase 5: Scale

Scaling is similar to the growth stage in that things are working but in this stage you start to expand your internal resources in order to reach more clients.

The focus is on the infrastructure to maximize sales, customer experience and the delivery of your products and services.

You cannot scale until you've mastered the growth phase.